3. RESEARCH METHODOLOGY

For determining the nature, impact, influence and convergence of media on major social issues of Indian society, particularly on four major metropolitan cities, a multi pronged study have been adopted. With the help of various authorized documents, books, conference papers, seminar papers, magazines, articles, Newspapers etc. from different libraries, encyclopedias, research centers, scientific institutions, Government organizations, Information Bureaus and Museums, a subjective and historical analysis is being adopted along with different views over the issues from eminent sociologists, politicians, economists, researchers, scientists, local mass, writers, technicians, environmentalists, Government officials; and Information also from CDs, audio and video cassettes, online data etc to make a hypothetical analysis.

The study of four major English dailies (The Statesman, The Hindu, The Times of India and The Indian Express), two magazines (India Today and Frontline) and one TV Channel (NDTV) have been taken on a random sample basis on different issues, and then the statistical interpretation of the impact of the people on those particular issues have been studied. Moreover, a survey of the mass (both rural and urban) have been done in Kolkata, Chennai, New Delhi and Mumbai to get a practical and primary analysis of the survey report of the main social issues during 2001 – 2006 so that we can learn what is the major impact of media on society in the current scenario. Statistical representations have been made with different data, graphs, pictures, diagrams, maps, charts etc to make a blend of primary and secondary sources as statistical analysis. Another process i.e. the content analysis has also been used in this research methodology.

To trace the impact of media on major social issues of Indian society particularly on four major metropolitan cities, it is essential to go through different books related with such subject and acquire an in depth knowledge while analyzing the study. Dealing with the history of the society, social issues and media should be the first and foremost step of this thesis. In association with the development process of social issues related to its society, its transformation in social structure and social relationships; vast changes in social issues and their effect on Kolkata, Mumbai, Chennai and New Delhi during 2001-2006 – globalization, regulation, problems, potentials, challenges etc. in our society and culture are some of the issues to be discussed emphasizing on a few major English dailies like The Statesman from Kolkata, The Hindu from Chennai, The Times of India from Mumbai and The Indian Express
from New Delhi and how these issues and events were presented in the electronic media also. These dailies have been chosen from their respective places (viz. Kolkata, Chennai, Mumbai and New Delhi) because these dailies are the oldest in these metropolitan cities and have started their mother editions from there. Thus, they can represent these cities the best. Print media coverage has been taken from January 2001 to January 2007. In this satellite age, the future of Indian population i.e. their thought process, mentality, ethics, morality, values, customs, education, behavior etc have to be emphasized while doing this research work.

One of the major problems of social issues and events of Indian society is that we have a vast, diverse and varied culture with every type and class of population in it – both in rural and urban areas – and sometimes they are very touchy while answering questions on social issues and events about race, creed, class, caste, religion, family income etc. The main point of concern in social issues and events is to select and acquire an appropriate communication skill and technology, the one that suits the social, developmental, political, and economic objectives of the country. Thus, management with its personnel, both communicators and administrators has to be trained for the purpose and make them foresee the future. Hence, strong educational background and support are must for social developments so that they can talk freely without any bias through which they can ultimately reach their objectives.

Analyzing and interpreting information and data from one newspaper to another and from one magazine to another and giving them a statistical representation has become one of the methodologies of this research work. Analyzing the data from survey report of the masses of the four major metropolitan cities and again giving them a statistical representation has become another methodology of this research work. And, analyzing and interpreting information and data of TV channel from one social event to another and from one social issue to another and giving them a statistical representation has become another methodology of this research work. The NDTV coverage on social events has been taken till 30th June, 2009. All these analysis have been done on both the quantitative and qualitative basis. The main area of concern was to reach the content analysis of the whole topic.

Another technique i.e. MANOVA (Multivariate Analysis of Variance) Test has been used to analyze the findings of Media.

While doing Survey the various aspects related to the major social issues obtained from primary information collected would be analyzed by using conventional statistical techniques and tools. Especially descriptive method is followed in analyzing the data. Considering the volume of data appropriate statistical method (Microsoft Excel) is utilized.
For analysis and observation of impact of different determinants on several aspects, an appropriate statistical technique is utilized. While doing a survey among the people (both urban and rural) of Kolkata, Mumbai, Chennai and New Delhi of different age groups and income groups many have responded well but some constraints themselves about their monthly income and religion since some of the events are touchy in case of religion not only in our country but also the world throughout. Random samples of 100 people from different strata i.e. from each metropolis have been selected to answer the questions i.e. the sample size becomes 400 (4 major metropolitan cities of India x 100 people = 400). Their age group starts from 21 years to 40 years. These surveys have been conducted in the year 2009. 50 – 50 samples have been divided among the urban and the rural mass of each metropolis to get equal representation. No gender discrimination have been done while doing this survey. This national sample is proportionately representing the population from all the 4 metro cities and its suburbs of India. The researcher has used stratified random sampling technique for the study. Sample information has been collected through direct personal interview with the help of a pre – designed open ended questionnaire for the purpose. The primary data has been collected by administering a highly structured schedule which consisted of questions related to general information about the media habits and mass media exposure of the respondents. Moreover, literacy rate has become a major factor and limitation while doing this survey especially in the rural belts. The size of sample may pose a constraint, particularly in the back of the heterogeneity of the human psychology. In addition to that the result of the study would depend largely upon the co – operation from the respondents.

Mainly seven social issues and twenty five social events upon which this research work has been done between the time period 2001 - 2006. These social issues are natural calamity, terrorism, socio-political issues, communal violence, accident, social crime and social justice. Under these social issues the various social events (national and international) are Gujarat earthquake, Nepalese royal massacre, Manipur problem, Assassination of Phoolan Devi, September 11 attacks, War in Afghanistan, Indian Parliament attack, Attack on American Centre (Kolkata), Murder of Daniel Pearl, Godhra train burning, Gujarat violence, U.S. Space Shuttle Columbia Disaster, The invasion of Iraq by the U.S., 2003 Mumbai blasts, Stealing of the Nobel Prize of Rabindranath Tagore, Hannah Foster murder case, Abu Ghraib Prisoner abuse, Hanging of Dhananjoy Chatterjee, Killing of Veerappan, Tsunami devastation, Kashmir Earthquake, Killing of Pramod Mahajan, 2006 Mumbai blasts, The trial and death of Saddam Hussein and Noida serial murder case.